

THE GLORIOUS FOURTH.

The Place Independence Day Holds in American History—Some thing More to Celebrate than the Declaration of Independence.

"The great, the important day," Addison.

While there is not a day throughout the year but has attached to it historic attraction, the fourth day of July justly holds the foremost place in the chronology of important events on American soil. Some of the most important scenes of strife took place on this date. In 1754, Washington, after a day's defense of Fort Mifflin, at Great Meadows, surrendered to the French, and many times subsequently did the day find the people of our nation in the midst of the horrors of war. Especially was this so during our last great conflict in the cause of red, white, blue and black. In 1861, at Harper's Ferry and Mathias Point, while our Congress convened in special and solemn session. In 1862 1,000 rebels were captured or fell at White Oak Swamp, and on the same day Peck, Franklin, Couch, Slocum, Smith and Sedgwick received their commissions as major-generals. One year later, July 4th, 1863, took place the grandest act in the drama of our civil war. On the night of that day every loyal heart thanked God and Grant and praised Porter and Prentiss for their deeds. Lee's shattered army was rapidly retreating from the spot where he had acknowledged the supremacy of Meade, and the upper Shenandoah Valley, Maryland and Pennsylvania were again free from secession's servants. And now Tennessee was evacuated, Vicksburg had fallen, and Helena was ours. It may not be amiss to present to the readers of the *Evening Mail* a summary of the great campaign which so gloriously culminated on this, the anniversary of our Declaration of Independence.

THE VICKSBURG CAMPAIGN.

Or rather its history, may be briefly summed up as follows: January 12, 1861, the governor of Mississippi sent artillery to fortify Vicksburg, and erected a series of forts miles in extent. May 12, 1862, the Union force opened the siege of the city. Flag Officer Farragut demanding the surrender of the forts. June 7, the Union fleet passed Vicksburg. June 8, the Union gunboats silenced the Confederate batteries at Grand Gulf. June 25, General Grant assumed command of the troops threatening Mississippi. June 27, Union gunboats shell Vicksburg, continuing the bombardment at intervals until July 15, when the rebel ram *Arkansas* ran by the fleet and lay in front of the city. This ram was destroyed later by the federal fleet. July 24, Admiral Farragut raises the naval siege. December 22, Grant's army organized into four corps, viz.: XIII, commanded by General McClernand; XV, by General Sherman; XVI, by General Hurlbut; XVII, by General McPherson. December 29, General Sherman advanced upon Vicksburg, but was repulsed with heavy loss. January 2, 1863, General Sherman retired from Vicksburg. January 18, the land forces were started from Napoleon and Memphis, and landed at Young's Point and Milliken's Bend on the west side of the river, above Vicksburg. February 2, the *Queen of the West* ran the Vicksburg batteries. February 4, General Grant arrived and assumed command of the land forces. February 10, the mortar boats took up their position and the bombardment of the city opened. March 14, Admiral Farragut attacked Port Hudson and succeeded in running the batteries to Warrenton and communicating with the fleet above. Admiral Porter shortly afterward ran some of his fleet down to the assistance of Admiral Farragut, and important naval operations commenced between Vicksburg and Port Hudson, cutting off the Confederate communications. March 23, two gunboats run past Vicksburg. April 14, fire opened from the peninsula batteries. April 29, Admiral Porter attacked Grand Gulf to cover the landing of Grant's troops. April 30, General Grant with three corps d'armee crossed from the Louisiana side of the river to Bruinsburg, Miss., thus turning Grand Gulf. May 1, he engaged and defeated the enemy near Fort Gibson, and again, on May 3, near Fourteen Mile Creek. Grant then moved his force by rapid marches towards the north, in order to separate the garrison of Vicksburg from the army of Johnston. This movement was followed by the battle of Raymond, May 12; of Jackson, May 14; of Champion's Hill, May 16; and Big Black Bridge, May 17, in all of which Grant's army were signally victorious. May 20, Vicksburg invested on all sides, the Union troops forming a semi-circle, with both flanks resting on the river. May 21 and 22, those awful assaults! May 23, Grant commenced the regular siege operations, while Porter bombarded the city day and night. July 3, in an interview with Grant, Pemberton agrees to an

UNCONDITIONAL SURRENDER OF THE CITY.

General McPherson received the formal surrender, the terms allowing the officers retaining their side arms, horses and personal property. At 11 o'clock a. m. the Union forces marched into the city, and at noon the United States flag floated over the batteries which lately thundered defiance to the cause of liberty.

The parole prisoners numbered 31,277, including fifteen generals with the subordinate officers of their

command. The capture included 265 pieces of siege guns and light artillery, 5,000 head of cattle, 1,000 hogheads of sugar, 380,000 rounds of fixed ammunition, 500 head of horses and mules, \$5,000,000 worth of clothing (Confederate prices), 60,000 stand of small arms and large supplies of molasses, salt and bacon. It was a glorious victory.

And next we hear from Gen. Prentiss. It is short, but sweet: Maj.-Gen. H. W. Halleck, General-in-Chief:

We encountered the enemy, 15,000 strong, under Gens. Holmes, Price, Marmaduke and others, on the morning of the 4th of July, and whipped them handsomely. We have captured 1,000 prisoners, 1,200 stand of arms and two colors. Our total loss will not exceed 250. The enemy's losses are very severe, not less than 2,500 in killed, wounded and prisoners.

B. M. PRENTISS, Maj.-Gen'l.

And here are some more brilliant Union victories: Col. Moore, of the Twenty-fifth Michigan, after a hard-fought battle, repulsed Morgan's minions at Green River Bridge the losses being—Union, six killed, twenty-three wounded; rebel, fifty killed, 200 wounded. And then comes the good news that Sheridan, McCook, Thomas, Crittenden, Mitchell and Davis have succeeded in driving the Confederates from Tennessee. General Smith telegraphs: "We hold Holly Gap." French sends intelligence of his victory at Williamsport; daring Dahlgren assumes command of our fleet, besieging Charleston; a few men of the Sixty-third Indiana drive the guerrillas from Rocky Hill station; Sherman and Hooker are made brigadier-generals U. S. A. There, reader, does not July 4th, 1863, deserve a prominent place in the annals of our republic?

In 1864 Petersburg was cannonaded, the hills of Harper's Ferry again echoed the thunders of war, our national Congress adjourned and Sherman was nearing the Chattahoochee, the Rubicon which flowed between him and Atlanta.

One year later was our day of rejoicing, Canada and other lands

JOINING IN THE JUBILEE.

This day was consecrated by the dedication of the Gettysburg monument, General O. Howard orator.

And now let us for a moment look at other events taken at random from our records. On July 4th, 1826, John Adams, our second president, and Thomas Jefferson, our third, quietly passed away in the midst of the joyous celebration of our fiftieth birthday. In 1831 James Monroe, like his illustrious predecessors, died July 4, aged 73. On July 4, 1837, William Learned Marcy, American jurist, soldier and statesman, died at Ballston, Spa, N. Y., aged 71 years. On July 4, 1858, Fisher Ames was born at Dedham, Mass., and Nathaniel Hawthorne at Salem, Mass., July 4, 1864. It was on July 4, 1848, that President Polk proclaimed peace with Mexico. On this date, 1836, the United States Patent Office was established. In 1827 the Erie canal was commenced, and in 1836 the Illinois and Michigan canal. July 4, 1827, slavery was declared extinct in the Empire state. In 1868 came President Johnson's proclamation of pardon, and the inauguration of Holden as Governor of North Carolina. July 4, 1826, saw the publication of Owen's Dictionary of Mental Independence, and in 1870—well, you all know how we felt and acted that day. Two years ago New Haven celebrated her centennial, and one year since occurred the death of Dr. Ripley, founder of *Harper's Magazine*, almost a national institution. Tappan did, on Monday, celebrate the 107th anniversary of the issuance by it of a "declaration of grievances to our sovereign King George III." with appropriate ceremonies. In conclusion, let us not forget the thermometer, which annually, on this day, vies with the rockets in an upward flight. If it serves to melt our southern brethren into pity for the African, then the great struggle which I have mentioned will not have been in vain.

A. C. HASELBARTH.
—In N. Y. *Evening Post*.

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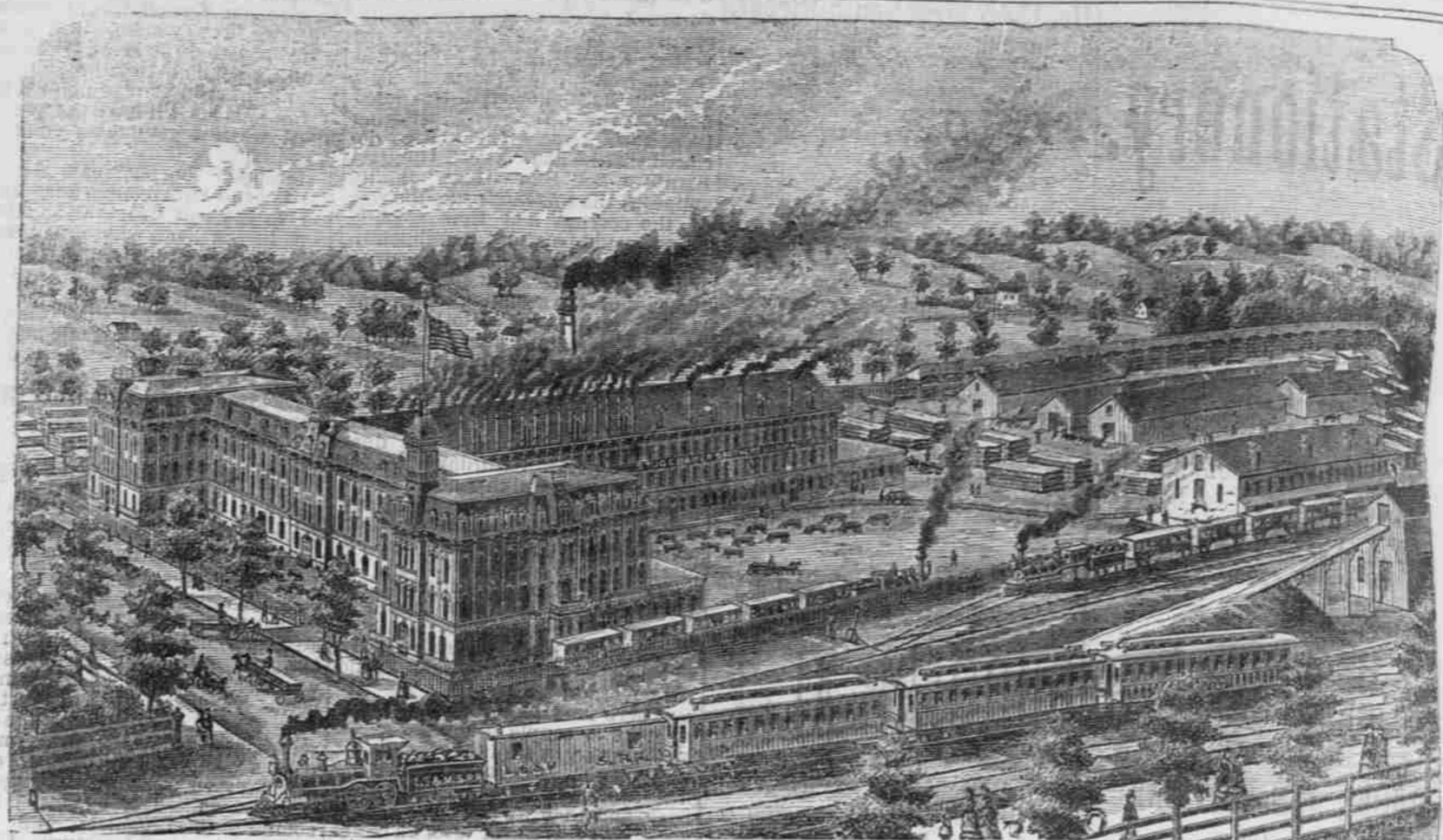
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THE SCIENCE OF SUCCESS.

The Philosophy of Advertising.

The science of success consists in knowing "how to do it." Many men have possessed every element within the meaning of the term except that gumption which adapts means to ends. Wanting this, all has been as nothing, and noble aspirations have been lost in practical failures. Although peculiarly adapted to the relief of ideas, the principle is of great significance, wherever material interests are concerned. The highest culture and the most thorough training often prove abortive; while persons of obscure origin and unaided by exterior conditions rise rapidly in the scale of progress and adorn positions of great usefulness. Not, indeed, that obscurity and poverty are necessary factors in the science of success, but that they are so many impediments in the pathway of the earnest, self-reliant and intelligent worker. Bodily health and intellectual vigor certainly there must be; but essential to the last degree are a well defined object and that peculiar power of vision and supervision which plans and executes with prudence and precision. While intelligent boldness is indispensable, the theory of accidents is inadmissible. The former springs from an intuitive sense of the fitness of things or is the result of a judgment matured by thought and experience; the latter is like the electric flash, brilliant for a moment, but often succeeded by gloom or darkness and sometimes by destruction.

The many thousands who have been familiar with the columns of THE HERALD must have gathered from our notices of the great industries of South Bend that the Studebaker Brothers, whose

MAMMOTH WAGON AND CARRIAGE FACTORIES

enjoy the precedence of the world—that these Brothers, we say, possess, in an extraordinary degree, those characteristics which form the elements and lead to the realization of the science of which we now speak. Sons of a wagon maker whose idea reached far beyond that actual command by his meager fortune, what psychological conjunctions produced those singular correlations manifested in the progeny, we know not. Certain it is that the late John Studebaker was not only the putative but real father of the STUDEBAKER WAGON as well as of the STUDEBAKER BROTHERS, whose names in connection with their great industry, and as men of thought and action, are known throughout our own country and in many other parts of the civilized world. In them the theory of heredity transmissions is illustrated and confirmed, and in their career, the science of success establishes one of its most remarkable triumphs. They have proved that they possess that gumption, or capacity which, as we have said adapt means to ends. This is a point which, as it has quite

a universal bearing, we desire to place in a conspicuous light. In this connection it is not important whether the Studebaker Brothers were sons of poverty or wealth; whether, in their boyhood they worked for one or twenty shillings per day; whether they lived on mush and milk or gun cotton and electricity; whether they learned Latin or hammered on the anvil. The astronomical calculations of Rittenhouse were equally correct and important, whether made on the beam of his plow while his team was breathing, or on paper bearing the arms of King George the III; so the achievements of the Studebaker Brothers are unaltered by influences of whatever kind, except those which make a part of their history. That is to say:

They never claimed to do anything beyond their capacity.

They always performed in the best manner, whatever they proposed to do.

Whatever they promised they performed to that same degree of exactness to which they held others accountable.

Honesty they adopted as a principle, which is far above the usual commercial policy.

"Excellence" has been the point towards which their vision has ever been directed and "LABOR OMNIA VINCIT" has not only been their motto but their rule of action.

In selecting their point of excellence they valued the good, were pleased with the better, but aimed at the best.

Modestly conscious of that power which holds methods and results in equipoise, they have preferred to all other, that praise commanded by their works and have sought only that applause which merit elicits from an appreciative public. Thus has their advance been rapid and almost phenomenal, while in their history the science of success has received a new illustration and may claim another victory.

No one will claim that to make a wagon is the end and ultimate aim of human endeavor. To lead, however, in the great industry, to make the best, or even to be foremost among the best, is quite another thing. To know surely that

THE STUDEBAKER WAGON

is the model of the world and that to reach its point of perfection is the anxious hope of all competitors is something of which to be proud and the fact leads at once to that

PHILOSOPHY OF ADVERTISING

Which the Studebaker Brothers have mastered and made plain. Plato himself, whose great mind swayed the world of thought twenty-four centuries ago, would have given his hopes of immortality for such a solution of this great philosophy as has been achieved by the wagon-makers of South Bend. And still it is as simple and easy as an elementary problem in Euclid. The proposition is this: Given a wagon embodying all the combinations of a superior construction and public, consisting of farmers, planters, freighters, and

all others needful of so great a blessing; what shall bring producer and consumer into relations mutually beneficial?

The answer was plain and unequivocal, consisting of two simple words, "printers' ink." And here comes in, very naturally, a summation of the

PHILOSOPHY OF ADVERTISING

As understood and illustrated by the Studebakers:

First of all, they pay a fair price for what they get and, of course, get the best.

They never mislead the public, but speak in their advertisements as candidly and truthfully as they would in a contract legally signed and sealed.

They neither undervalue nor depreciate the works of their competitors, but refer simply to the merits of their own products, which justify the claim of equality with the best, at least. This is a great point and is worthy of universal imitation.

They comprehend the intelligence, study the wants, and respect the judgment of that public with whom they desire to communicate and to deal. Thus are established a mutuality of interests and confidential relations of a most desirable order.

The wonderful facilities and marvelous appliances possessed by the Studebaker Brothers for making the most complete wagons at the least possible cost have been frequently and fully noticed in these columns. It would, therefore, seem to be almost a work of supererogation to pursue the subject further; and yet the growth of the gigantic concern, in all of its departments, is so constant and so extraordinary as to excite curiosity and justify remark.

Despite the business reverses commencing in the autumn of 1873 and continuing some five years, and that prostration of industries, more complete than was ever known before in our country, which marked the period, this great concern held steadily "to the even tenor of its way," enlarging its facilities, increasing its products and, as a necessary sequence, adding to the number of its employees. Thus, through the dark days, from its ample pay-rolls came the means of sustenance and comfort to hundreds of families where want, if not absolute starvation, would otherwise have held high carnival, and thus, also, was the prosperity of our goodly city and its growth scarcely checked, while the brave conductors of those mammoth works reaped the harvest that follows good intentions exercised by conscientious and vigorous manhood. It was something, say, it was much, that they carried their great interests through that wilderness of despair, at all; it is more that they made it not only a period of growth but an occasion of triumph. These are not words of adulation, such as the mercenary trade for the favor of wealth, or with which sycophancy flatters the ambitious and powerful.

Cosmopolitan in their business relations; tenacious of their own rights and opinions, while they are tolerant of honest opposition; patriotic; pro-

gressive; hopeful, seeking to reap only where they have sown; and asking, in their commercial intercourse with the world, that mutually of benefits with commercial honor always commands; with a manly independence and an honest purpose which must receive the recognition and respect of generous minds, the Studebaker Brothers will retain the confidence of their old friends and draw to themselves hosts of new clients and admirers, wherever their worth becomes known.

THE CENTRAL BRANCH HOUSE.

The Studebaker Brothers, manufacturers of the celebrated wagons bearing their name, have in Salt Lake City their central branch house, where the various styles of wagons, buggies, etc., of their manufacture are sold and distributed. This branch house is one of the industrial attractions of Salt Lake City, and will well repay a visit of inspection by those who feel an interest in manufacturing enterprises of this nature. A representative of the HERALD called upon the manager of the house and was kindly permitted to make a thorough and careful inspection of the same.

The building proper, situated on Main, near Temple street, is 4200 feet, occupying a portion of a lot measuring 65x320 feet. The lot and sheds have a capacity for 300 finished wagons. There are three floors in the building, all of which are utilized for the exhibition of wagons, of which the Studebaker Brothers manufacture 130 different styles. These are received in car load lots, "knocked down," the buggies and finer carriages being securely boxed and protected against damage while being transported from the manufactory. The farm and heavy wagons are set up in the yard in the rear and run under the sheds, while the buggies and spring wagons are run up to the third floor, unboxed and dropped to the lower floors for sale. The firm manufactures about 3,000 carriages and buggies annually, and makes a specialty of the very finest turnout that skill can suggest, and from many private conveyances running on our streets one would see at a glance the perfection to which this firm has brought up the standard of farm, freight and spring wagons, carriages and buggies, and with the use of still improving and building the wagon of the country, the Central Branch House have brought out Mr. J. A. Bernhard, the master mechanic of the wagon department of the great factory, for the purpose of seeing the actual demands and requirements for a perfect wagon, and on his return to the factory will embody the views of our farmers and freighters, and with his experience of over seventeen years in the Studebaker shops, will produce the ne plus ultra farm and freight wagons.

The central branch house has just received their summer stock of fine carriages, and will furnish on special order any desired style of carriage or buggy on application to the central branchhouse, Salt Lake City.

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